NASAR ABBAS

Digital Marketing Specialist

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SUMMARY

A creative and witty media mind with 3 years of digital marketing experience. I'm on a mission to help brands succeed in the digital era.

EXPERIENCE

Digital Marketing Manager
2023 - Ongoing

Finex Cloud

FineX Cloud ERP is ERP service based Company.

- Managing paid digital marketing in Google Ads, Instagram, LinkedIn, Facebook, and managing other social platforms like Twitter, and Pinterest.
- Launched SEO campaign for high volume and long-tail keywords that generated unique visitors
- Digital Marketing Specialist specializing in paid campaign management for ERP solutions Successfully generated qualified leads through targeted PPC & Facebook campaigns.
- Running Paid campaigns for ERP leads generation across facebook and Google.

Digital Marketing Manager
2022 - 2023

Magnatec Systems

Magnatec Systems is a software house and provide services.

- Created and scheduled all social media posts across Instagram, Twitter, YouTube, Facebook, Pinterest, LinkedIn
- Actively monitored social platforms to track audience engagement and improve upon SEO-friendly content
- Worked directly with clients to manage their paid social media acquisition, managing a collective budget
- Created, scheduled, and distributed content that increased brand awareness

SMM & SEO
2022 - 2022

DesignValley

DesignValley is an SEO services agency

- Auditing and analyzing SEO performance, identifying issues, finding root causes
- I created Meta Dates - Meta Description, Title, URLs and H1 Tags
- Developed and implemented best practices for on-page, off-page, and technical SEO with operations, marketing, and engineering teams
- Developed a community of followers on Twitter & Facebook, as well as on Instagram, Pinterest, and YouTube

EDUCATION

Gratuation in Digital Marketing
2014

Punjab Institute of Computer science

- Digital Marketing, Blogging, Search Engine Optimization, content writing
- Social Media Marketing, social media manager, youtube seo
- Overall Grade: **Grade One**

PASSIONS

Book
Write articles, reviews and read books at daily basis.

Chess
Patience, strategy...and a cup of tea.

SKILLS

Digital Marketing · On Page SEO ·
Social Media Marketing
Paid Advertising Facebook,PPC
Lead Generation Expert
Linkedin Marketing

Analytics Tools:
Google Analytics · Ahrefs · Moz ·
SemRush .Ubersuggest.
Ubersuggest · KW Everywhere ·
Google Search Console ·
Google KW Planner

ACHIEVEMENTS

3+ Years Digital Marketing experience
And it still feels interesting

Social Media Marketing
By using social media, I helped brands shine in the digital world